

**CLAIMS**

What is claimed is:

1. A method for delivering information to a person accessing a banner website from a terminal located remote from the source of said banner website, the terminal having an associated display upon which the content of the website is visually perceived by a person using the terminal and a cursor whose position is controllable by the person, comprising the steps of:

(a) providing initial signals from said source of said website or from another remote source when the website is accessed by said person to establish a banner area on the display, said banner area including banner information that is visually perceptible by said person when said website is accessed and plural sub-areas of said banner area; and

(b) enabling said person to control said cursor to position said cursor on any one of said sub-areas of said banner area to provide a selected sub-area, whereupon said person is automatically provided with respective additional visually perceptible information associated with said selected sub-area, said additional visually perceptible information being provided without requiring other action by said person, said respective additional visually perceptible information being imperceptible by said person until said cursor is located on said selected sub-area.

2. The method of Claim 1 wherein the additional visually perceptible information is provided substantially outside the boundaries of said banner area.

3. The method of Claim 1 wherein said additional visually perceptible information includes audio information.

5 4. The method of Claim 1 wherein said additional visually perceptible information includes video information.

5. The method of Claim 1 wherein said additional visually perceptible information comprises mixed media information.

10 6. The method of Claim 1 wherein said additional visually perceptible information remains perceptible to the person as long as said cursor remains on said selected sub-area.

15 7. The method of Claim 1 wherein said initial signals carry the instructions necessary for enabling said terminal to establish said additional visually perceptible information when in receipt of appropriate data.

8. The method of Claim 7 wherein said method further comprises the step of re-accessing said source of said website or accessing another source for receiving the data upon which said instructions operate to provide said additional visually perceptible information.

20 9. The method of Claim 6 wherein said additional visually perceptible information is displayed in a selected region adjacent said selected sub-area and said additional visually perceptible information remains perceptible to the person as long as said cursor remains on said selected region.

10. The method of Claim 9 wherein said additional visually perceptible information contains link information for linking said person to a further website when said person clicks on said selected region.

11. The method of Claim 1 comprising the steps of:

5 (a) receiving said visually perceptible banner information;

(b) receiving said additional visually perceptible information; and

(c) specifying a placement of said additional visually perceptible information with respect to said visually perceptible banner information.

10. The method of Claim 11 comprising the steps of:

(a) receiving first identification data representative of said visually perceptible banner information;

(b) receiving second identification data representative of said additional visually perceptible information; and

15 (c) displaying said visually perceptible banner information and said additional visually perceptible information in accordance with said first and second identification data.

13. The method of Claim 12 comprising the step of building a use map in accordance with said first and second identification data.

20. The method of Claim 13 wherein the step of providing said additional visually perceptible information comprises the steps of:

(a) building a pop-up function in accordance with said additional visually perceptible information;

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- (b) adding hypertext markup language information to said pop-up function to provide an enhanced pop-up function; and
- (c) displaying said visually perceivable banner information and said additional perceivable banner information in accordance with said enhanced pop-up function.

10 15. The method of Claim 1 comprising the further step of altering the associations between said sub-areas and said respective additional visually perceivable information and repeating step (b).

16. The method of Claim 15 comprising the steps of:

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- (a) recording parameters representative of the performance of said additional visually perceivable information to provide recorded performance parameters; and
- (b) altering said associations between said sub-areas and said respective additional visually perceivable information in accordance with said recorded performance parameters.

17. The method of Claim 16 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceivable banner information in accordance with predetermined recorded performance parameters.

20 18. The method of Claim 17 comprising the steps of altering said associations between said sub-areas and said respective additional visually perceivable banner information in accordance with recorded performance parameters selected after said altering of said associations between said sub-areas and said respective additional visually perceivable information .

19. The method of Claim 1 comprising the steps of:

- (a) transmitting a request having request information to a server database on a further website containing stored visually perceptible information in response to said positioning of said cursor on said selected sub-area;
- (b) selecting said additional visual information from said stored visual information in response to said request information; and
- (c) transmitting said selected stored visual information to said banner website.

10 20. The method of Claim 1 wherein said terminal provides a terminal display having a display iframe comprising the steps of displaying said visually perceptible banner information within said display iframe and displaying said additional visually perceptible information in response to positioning said cursor on said iframe.

15 21. A system for delivering advertising messages to a person accessing a website from a terminal located remote from the source of said website, said terminal having an associated display upon which the content of said website is visually perceived by a person using the terminal and a cursor whose position is controllable by said person, said system comprising means coupled to said source of the website or another remote source for providing initial signals from said source of the website or from the other remote 20 source when said website is accessed by said user to establish a banner area on said terminal, said banner area including banner information that is visually perceptible by said person when said website is accessed and plural sub-areas of said banner area, said initial signals causing the terminal to provide respective additional visually perceptible

information associated with a selected sub-area when said cursor is located over the selected sub-area, said additional visually perceptible information being provided by the terminal substantially outside of the bounds of said banner area and without requiring other action by said person, said respective additional visually perceptible information being imperceptible by said person until said cursor is located on said selected sub-area.

5           22. The system of Claim 21 wherein said additional visually perceptible information also includes audio information.

10          23. The system of Claim 21 wherein said additional visually perceptible advertising information includes video information.

15          24. The system of Claim 21 wherein said additional visually perceptible information comprises mixed media information.

20          25. The system of Claim 14 wherein said additional visually perceptible information remains perceptible to said person as long as said cursor remains on said sub-area.

25          26. The system of Claim 21 wherein said initial signals carry the instructions necessary for enabling said terminal to establish said additional visually perceptible information when in receipt of signals transmitted from a further website in response to said instructions.

30          27. The system of Claim 26 wherein said initial signals require accessing said further website for selecting said transmitted signals.

35          28. A method of enabling a user on a web site to traverse a banner presented on said web site to display an image in response to said traversing of said banner,

comprising the steps of:

- (a) providing said banner with a selected hot spot having an associated image;
- (b) activating said hot spot when said indicator traverses said selected hot spot;
- (c) enabling said associated image of said selected hot spot when said traversed hot spot is activated to provide an enabled image;
- (d) moving said indicator to said enabled image and retaining said enabled image while said indicator is disposed on said enabled image; and
- (e) removing said enabled image when said indicator is moved off said enabled image.

29. The method of Claim 28 wherein a further web site is associated with said associated image further comprising the step of clicking on said enabled image and transporting said user to said further web site in response to said clicking.

30. The method of Claim 21 wherein said banner is provided with a further hot spot further comprising the step of traversing said further hot spot by said indicator within said banner and enabling a further associated image in response thereto.

31. The method of Claim 21 wherein said indicator is directed by a mouse and said user traverses said hot spot without clicking on the right or left button of said mouse.

32. The method of Claim 23 comprising the further step of altering the associations between said hot-spots and said associated images and enabling said further associated image when said selected hot spot is traversed.

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